

# EECME CONFERENCE 2024

6<sup>th</sup> EASTERN EUROPEAN CONFERENCE OF  
MANAGEMENT AND ECONOMICS



Sustainable Intelligence in the Digital Landscape:  
Exploring Paths for Management and Economics

## CONFERENCE ABSTRACTS

HYBRID CONFERENCE

Venue: Slovenia, Ljubljana School of Business

May 16, 2024

Some of the conference co-organisers are partners in Erasmus+ projects.



**Erasmus+**

## INTRODUCTION

In the realm of management and economics, the 6th EECME conference explores the blend of sustainable intelligence within the digital landscape. The event is focused on creating paths for management and economics, inviting leaders, researchers, and professionals to discuss the connection between sustainability and the ever-evolving digital world. Throughout the conference, participants will delve into the heart of these topics, sharing groundbreaking research and collectively shaping a future that is both robust and intelligent for management and economics. The emphasis is on collaborative efforts, working together to address challenges and seize the opportunities arising in the era of sustainable digital change.

The conference includes relevant discussions on topics such as the ethical considerations of digitalization in management practices and the transformative impact of artificial intelligence on economic decision-making processes. These supplementary aspects broaden the conversation, offering a comprehensive exploration of the intersections between sustainable intelligence and digitalization, and their implications for the fields of management and economics.

The aim of EECME 2024 is to provide a platform for researchers, higher education teachers, PhD students, and authorities to present their research results in the following conference topics:

- Sustainable Management Strategies in the Modern World
- Modeling Dynamics and E-Transformation of Digital Business Processes
- Marketing Strategies in the Digital Landscape
- Globalization for Growth and Development in Management, Economics, and Informatics
- Digital and Trendy Learning Approaches: Building an Inclusive Knowledge Management Society

More than sixty proposals from over fifteen different countries were submitted for presentation at the 6th EECME conference. Only the selected list of submitted papers was accepted for presentation at the EECME 2024 conference. The interest in participation at the conference without a paper was sizable as well, with more than 100 participants registered for the conference in total. We believe that the conference represents a fruitful content background for exchanging good practices and dissemination of experiences, knowledge, and policies in the field of future challenges of management, which relate to sustainable development and digital issues, as well as to globalization and knowledge management society.

May this conference be remembered for illuminating and fruitful presentations and discussions that will benefit all the participants of the conference, our institutions, and wider society.

Assist. Prof. Dr. Katarina Aškerc Zadavec  
Chair of the EECME 2024 conference committees

## **EECME 2024, 6th EASTERN EUROPEAN CONFERENCE OF MANAGEMENT AND ECONOMICS**

Sustainable Intelligence in the Digital Landscape: Exploring Paths for Management and Economics

### **CONFERENCE ABSTRACTS**

Hybrid Conference

Venue: Ljubljana School of Business, Slovenia

May 16, 2024

#### **The conference is hosted by:**

Ljubljana School of Business, represented by Lidija Weis - PhD of Business Administration; EUMMAS leadership member (Slovenia).

European Marketing and Management Association (EUMMAS), represented by Mile Vasić - PhD in Economics (Bosnia and Hercegovina).

Faculty of Business, Economics and Law, Bar, represented by Rajko Novićević - PhD in Economics (Montenegro).

Agora University of Oradea, represented by Felix-Angel Popescu - PhD in Economics (Romania).

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Skyline University College (United Arab Emirates)

#### **Conference abstracts edited by:**

Katarina Aškerc Zadavec - PhD in Educational Sciences, Vice-Dean for Quality at Ljubljana School of Business; EUMMAS member

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## 6<sup>th</sup> EECME CONFERENCE KEYNOTE

### SUSTAINABLE DEVELOPMENT IS EVERYBODY'S BUSINESS: WHAT ROLE DO EDUCATORS HAVE IN THIS CONTEXT?



**Barbara Modic**; Internationally Certified Consultant and Lecturer for Sustainability Management and Reporting

This keynote will highlight why we must work together to build a more sustainable future. I'll share some inspiring examples from businesses that are leading the way. The main focus will be on supporting teachers and educational staff to promote a better and greener future and, most importantly, how to inspire them to embrace and live these sustainable practices.

# CONFERENCE ABSTRACTS

The abstracts of proposals are arranged in alphabetical order by title.<sup>1</sup>

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<sup>1</sup> The conference abstracts are not proofread.

## **A COMPREHENSIVE EVALUATION OF FACE RECOGNITION SOFTWARE: BALANCING TOTAL COST OF OWNERSHIP, ACCURACY AND SPEED**

Kledia Tirana, University Metropolitan Tirana, Albania

As face recognition technology continues to play a pivotal role in various domains, selecting an optimal software solution becomes imperative. This paper conducts a thorough analysis of face recognition software, emphasizing a holistic assessment that encompasses overall cost of ownership, accuracy, and speed. The research aims to guide decision-makers in choosing a solution that strikes an optimal balance between these critical factors. The study employs a rigorous methodology, evaluating a diverse range of face recognition software across multiple industries. Cost of ownership is examined comprehensively, including initial investment, maintenance expenses, and potential hidden costs. A detailed cost-benefit analysis is conducted to unveil the true economic implications of each solution. In tandem, the accuracy of the face recognition systems is assessed through benchmarking against industry standards and real-world scenarios. Recognition rates, false positive/negative outcomes, and adaptability to diverse facial features are key metrics considered in this evaluation. The research endeavors to identify solutions that not only boast high accuracy rates but also exhibit robust performance across varying conditions. Furthermore, the paper delves into the critical aspect of speed, recognizing its pivotal role in real-time applications. The evaluation takes into account the processing speed of each software solution, considering its responsiveness to dynamic environments and large-scale datasets. The goal is to identify software that excels in delivering rapid and reliable results without compromising accuracy. The findings of this research provide a comprehensive overview of the face recognition software landscape, offering decision-makers valuable insights to make informed choices. By considering the total cost of ownership, accuracy, and speed, organizations can select a solution that aligns with their specific needs and maximizes the return on investment in face recognition technology.

## **ADAPTING TO CHANGE IN THE MODERN WORLD: SKILLS DEVELOPMENT IN HIGHER EDUCATION FOR ECONOMIC AND SUSTAINABILITY ISSUES**

Ayshah Mustafazada, Azerbaijan University of Languages, Azerbaijan

The capacity to adjust to change is essential for both personal achievement and the growth of society in today's quickly changing global environment. The research investigates how postsecondary education may provide students with the skills they need to successfully handle difficulties related to sustainability and the economy. This study explores the tactics higher education institutions use to help students become resilient and adaptive by drawing on multidisciplinary viewpoints from education, economics and environmental studies. Through the analysis of case studies and best practices from many educational settings, this study seeks to pinpoint the essential skills and pedagogical approaches that support the development of skills necessary for handling intricate economic and environmental concerns. This article emphasises the value of holistic methods in higher education by examining the intersectionality between sustainability and economic development.

## **ANALYSIS OF THE EFFECTIVENESS OF MARKETING INNOVATIONS IN THE CONTEXT OF LOGISTICS INTEGRATION**

Iryna Honcharova, Izmail State University of Humanities, Ukraine

Tetiana Metil, Izmail State University of Humanities, Ukraine

Viktor Koval, Izmail State University of Humanities, Ukraine

Yaroslav Kichuk, Izmail State University of Humanities, Ukraine

The article reveals the features of analyzing the effectiveness of marketing innovations when carried out in the field of transport services. The prerequisites for the development of integration processes in the logistics of transport companies delivering goods in the Lower Danube region are described. The trends in the search and organization of innovations in the field of logistics integration, ensuring the functioning of innovations in the conditions of modern transport companies are considered. The research methodology is presented with a description of the use of ready-made solutions of a standard spreadsheet package for conducting research. A correlation dependence is used as a tool for assessing the effectiveness of the analysis, and a technique for comparing trend lines is used to compare planned indicators with real ones. The results obtained can be used to analyze similar innovations and to adjust the marketing of innovations in the context of logistics integration.

## **ANALYSIS OF THE IMPACT OF COVID-19 ON THE DIGITAL ECONOMY IN THE WORLD AND IN AZERBAIJAN**

Albina Hashimova, Customs Academy of State Customs Committee, Azerbaijan

The economy in the ordinary sense is adopting a new subsystem - the digital economy. Thanks to the rapid development of digital technologies, more and more countries prioritize the transition to digitalization of economic processes in order to achieve competitiveness with other nations. This approach was introduced with the advent of the Internet in small businesses, where the transfer of goods between the seller and the buyer can be provided without intermediaries. Thus, the digitization of the global economy contributes to the reduction of production chains, and also reduces the costs of data processing, storage and collection. The development of digital technologies raises many issues that require international regulation. For example, the question of the use of user data. Data is a key factor in the development of the digital economy, and its concentration under the control of the largest players creates both market and political advantages for them. And there are practically no regulatory mechanisms.

## **ARTIFICIAL INTELLIGENCE TECHNIQUES AND TECHNOLOGIES USED IN MEDICAL IMAGES ANALYSIS**

Elda Spahiu, Institute of Applied Nuclear Physics, Albania

Dafina Xhako, Polytechnic University of Tirana, Albania

Suela Hoxhaj, Polytechnic University of Tirana, Albania

Niko Hyka, University of Medicine, Albania

Artificial Intelligence (AI) has made a significant impact recently, becoming the latest word in technology. This is a result of major technical advancements and successful experimental results, especially in the field of medical image analysis and processing. This includes computer-aided diagnosis, image-guided therapy, image registration, image segmentation, image annotation, image enhancement, and image database retrieval. In recent years, various branches of medicine, have made continuous and substantial efforts in scientific research for the development and integration of AI methods, techniques, and functions into clinical applications and devices. Radiologists often, find it challenging to describe and analyze data or objects such as lesions, anomalies, etc., in medical images due to their wide variations and complexity. Medical imaging plays a pivotal role in modern healthcare, aiding clinicians in diagnosis, treatment planning, and monitoring of various medical conditions. With the advent of Artificial Intelligence (AI), there has been a paradigm shift in the way medical images are analyzed, offering enhanced accuracy, speed, and efficiency. This article delves into the diverse AI techniques and technologies employed in the realm of medical image analysis. Therefore, with the improvement and development of AI algorithms in medical images, new methods and techniques have been integrated into the field of medical imaging. These include cone-beam CT, MRI, 3D ultrasound imaging, positron emission tomography (PET)/CT, diffuse optical tomography, and electrical impedance tomography. These methods are partially or entirely controlled without the direct involvement of the radiologist. The goal of this overview is to present some advanced or updated methods for the analysis of medical images through the use of Artificial Intelligence (AI) algorithms, machine learning (ML), and image recognition (IR). Through this, the reader will understand the broad space that AI applications are occupying in medical images day by day, serving as a supportive system in the decision-making process for healthcare professionals.

## **BALANCE BETWEEN CONTENT MODERATION AND THE RIGHT TO INFORMATION IN THE EU DIGITAL SERVICES ACT**

Inga Kawka, Jagiellonian University in Krakow, Poland

The EU Digital Services Act imposes obligations on very large internet platforms to remove illegal and harmful content. The purpose of the paper is to determine whether the adopted solutions do not constitute excessive interference with freedom of expression and the right to information. It is assumed that this may be the case especially when it comes to removing content that is not illegal. The adopted research method includes a teleological and linguistic analysis of the provisions of the Digital Services Act.



## **CULTURAL AND SOCIO-ECONOMIC FACTORS AFFECTING THE FORMATION OF LEADERSHIP IN ACHIEVING SUSTAINABLE MANAGEMENT**

Liudmyla Batsenko, Royal Agricultural University, United Kingdom  
Roman Halenin, International European University, Ukraine

New challenges for leaders in the field of sustainable management are awareness of cultural and socio-economic factors in the practice of organizational development and organizational change. The purpose of the article is to study the relationship of cultural and socio-economic factors with the formation of leadership to achieve sustainable management in organizations in the context of global integration in the process of forming knowledge and skills in the field of managerial work. The research methodology includes a literature review, analysis of cultural and socio-economic aspects that influence the formation of leadership for sustainable management. The study is based on the analysis of empirical data obtained through questionnaires. Statistical methods are used to process data and identify relationships. The definition of leadership qualities, values and approaches is often determined by culture and socio-economic context. The socio-economic environment also plays a key role in determining sustainable management strategies. Leaders must adapt their approaches to management, taking into account cultural aspects, economic conditions and societal demands.

## **DEVELOPING CURRICULUM FOR MARKETING ANALYTICS**

Kamran Siddiqui, Imam Abdulrahman Bin Faisal University, Saudi Arabia  
Shabir Ahmad, Al Yamama University, Saudi Arabia  
Kashif Mahmood, Imam Abdulrahman Bin Faisal University, Saudi Arabia

This paper aims to share the experiences of developing the Marketing Analytics curriculum at a leading business school in the Middle East. This research paper presents the findings on various methodological issues of curriculum design, i.e., degree naming convention, degree structure, dissertation versus project, specializations. The objective of the current study was to develop a postgraduate curriculum for Marketing Analytics studies. The entire procedure was based on the notion of "adoption" to "adaptation" originated by the benchmarking approach using a comparative account of 10 universities offering Marketing Analytics Masters. A multipronged approach was used to study the existing Marketing Analytics curriculum and suggests the gap in the existing curriculum. Eight major areas are identified as the pillars of Marketing Analytics education, including Marketing Analytics, Business and Data Analytics, Programming using Python and R, Blockchain and Cryptocurrency, Artificial Intelligence, and Machine Learning, Information Systems & Technology, Regulatory Environment (RegTech), Quantitative Methods, Pricing Analytics, Customer Analytics, Market Analytics, and others. Researching on new and emerging topics is always tricky. It is difficult for even Marketing Analytics students and aspirants to evaluate the quality of Marketing Analytics qualifications. People from different streams of education would like to join Marketing Analytics studies, and there is no standardization of professional association certifying Marketing Analytics Curriculum.

## **DIGITAL CULTURE AS A COMPETITIVE ADVANTAGE IN THE SUSTAINABLE DEVELOPMENT OF ORGANIZATIONS**

Vesela Serafimova, South-West University "Neofit Rilski", Blagoevgrad, Bulgaria  
Valentin Vasilev, Higher School of Security and Economy - Plovdiv, Bulgaria

There's no denying that there has been a noticeable increase in interest in recent years for solutions that support the sustainable development of organizations. In such a context, a key factor for increasing the efficiency of these processes is effective change management and its detailed knowledge. The management of human resources is affected by these management relationships, which guide it toward the strategic prioritizing of particular areas. However, given the evolving importance of technology and all of its associated aspects and activities, it is necessary to concentrate on identifying a new management paradigm, or digital culture. These developments have taken place over the past ten years and affect both the commercial and public service sectors. This is where we should also include the tendency, the primary driving force behind the changes, to be expressed in the understanding that increases in an organization's effectiveness have a direct connection to the human factor, and from there to innovative practices, talent management, motivational policies, and other aspects of personnel management. Therefore, in the search for sustainable development policies, human resources should be considered as organizational capital. The present study examines the relationships mentioned and offers the author's perspectives on improving the effectiveness of using digital culture as an advantage for the enduring growth of organizations.

## **DIGITAL LEARNING APPROACHES IN FORMING FOREIGN LANGUAGE COMPETENCE AT FUTURE MARINE MANAGERS**

Olha Demchenko, Danube institute of National university "Odessa maritime academy", Ukraine

Digital competence is one of the key competences required for life-long learning. For future marine managers the ability to interact, communicate and collaborate through digital technologies, to manage one's digital presence, identity and reputation as specialists present one of the important objects for close consideration and research. It should be noted that communication on the world labor market is frequently realized in English. The purpose of this article is to present the results of research, analysis and application of digital learning approaches in forming foreign language competence at future marine managers. In foreign language competence formation at future marine managers there were analyzed and given applicable examples of digital learning approaches in organizing video conferencing services, communication and collaboration in blended or distance learning, in creating a personal digital profile and educational content, artificial intelligence technologies as the trend in learning process were also added to the list.

## **DIGITAL TECHNOLOGIES AND THE RESILIENCE OF UKRAINE'S SOCIAL PROTECTION SYSTEM: WARTIME EXPERIENCE**

Tetiana BURLAY, Institute for Economics and Forecasting, National Academy of Sciences of Ukraine, Ukraine

The article focuses on the problem of digitalization under military shocks. The research purpose is to substantiate the digital technology's role for the resilience of Ukraine's social protection system in a full-scale war. Methods of institutional and statistical analysis were used. It is vital that in 2020 Ukraine adopted the Strategy for Digital Transformation of the Social Sphere, and within its framework carried out digitalization. Since the beginning of the war in February 2022, the Digital Portal of State Services "Дія" provided the opportunity to: receive pension and social payments on bank cards; new registration or recalculation of such payments; restoration of documents on work experience (E-work book) or disability; etc. Digital technologies such as access to ID cards, digital signatures and others also helped economically active Ukrainians during the war. It is concluded that digitalization has become a strong factor for Ukraine's societal and economic resilience in hardest wartimes.

## **DRUŽBENA OMREŽJA SPREMINJAJO NAKUPNE ODLOČITVE (PRIMER KOZMETIKA)**

Milena Fornazarič, VŠPV, Ljubljana, Slovenija

Urša Oberstar, VŠPV, Ljubljana, Slovenija

Družbena omrežja predstavljajo ključen kanal za interakcijo med blagovnimi znamkami in potrošniki, kjer se oblikujejo preferenčne nakupne odločitve. Digitalno oglaševanje na teh platformah omogoča natančno ciljanje potrošnikov, kar lahko močno vpliva na njihovo nakupno vedenje. V raziskavi bomo zajeli celoten nakupni proces, od prepoznavanja potrebe do končne odločitve za nakup kozmetičnega izdelka. Analizirali bomo vpliv različnih dejavnikov oglaševanja na družbenih omrežjih, pri čemer se osredotočamo na tiste, ki imajo največji vpliv na potrošniške odločitve. Preverili bomo, ali potrošniki aktivno spremljajo oglase in promocije kozmetičnih znamk in na katerih družbenih omrežjih najpogosteje iščejo te informacije ter katera vrsta oglaševanja je najučinkovitejša in najbolj ustrezna za spodbujanje nakupnih odločitev. Cilj je podati konkretne smernice in priporočila za marketinške strategije v kozmetični industriji ter prispevati k razumevanju vpliva družbenih medijev na potrošniške odločitve

## **EMBRACING CHANGE: THE TRANSITION TO POST-FORDISM**

Ulkar Alizada, Azerbaijan State University of Economics (UNEC), Azerbaijan

Nigar Mammadzada, Azerbaijan State University of Economics (UNEC), Azerbaijan

This paper investigates the necessity and challenges of transitioning from Fordist to Post-Fordist management in the contemporary business landscape. We aim to provide a thorough analysis of the driving forces behind this shift, focusing on the evolving economic, social, and technological landscapes. Key challenges of this transformation, such as workforce re-skilling, organizational restructuring, and adapting to a more flexible production model, are critically examined. The study is enriched with real-life examples from various industries that have successfully navigated this transition, highlighting the tangible benefits of Post-Fordism, such as increased innovation, responsiveness to market demands, and sustainability. This research not only outlines the imperative for change but also offers valuable insights into managing and optimizing the transition process for

businesses poised on the brink of this paradigm shift. Keywords: Post-Fordism, sustainable management, flexible production, organizational strategy

### **EMERGING PATHWAYS TO GREEN PURCHASE INTENTION: DECODING THE INFLUENCE OF ENVIRONMENTAL AWARENESS, GREEN PERCEIVED VALUE AND TAM ANTECEDENTS ON CONSUMERS' PURCHASE INTENTION**

Sablu Khan, Aligarh Muslim University, Aligarh, India

Understanding the buying behaviour of consumers for green products has become an emerging issue. The purpose of this study is to examine the purchase intention of consumers with respect to the green products (environment friendly) shopping in India. Further, this study examines the role of environmental awareness, green perceived value, perceived usefulness and attitude towards using in building consumer intentions to purchase green products. Further, study extends the TAM model by Davis (1989) by incorporating external variables like environmental awareness and green perceived value. The present study analyses the data of 260 respondents collected through an online survey. The data were analysed employing exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modelling (SEM). The result for the study shows that environmental awareness and green perceived value have positive and differential effects on attitude towards using green products. The study also found that attitude and perceived usefulness are equally important for purchase intention of customers towards green products. The implications of the study are useful for academicians, marketers, customers, and policy makers.

### **ENERGY POVERTY AND ENERGY TRANSITION IN A HUNGARIAN COAL REGION**

Tekla SZÉP, University of Miskolc, Hungary

Michael Carnegie LaBelle, Central European University, Austria

This study presents the main challenges for a sustainable energy transition based on a case study of a Hungarian coal region. The focus is on three counties with a long tradition of heavy industry and mining. Baranya, Heves and Borsod-Abaúj-Zemplén counties are struggling with low energy efficiency, high energy poverty, intensive use of lignite and air pollution. One of the main questions is how to get the Just Transition Funds to vulnerable households. A methodology is developed to identify the municipalities where 1) households are particularly affected by energy poverty and lignite consumption and 2) households can be integrated into energy communities. The results are combined with policy recommendations.

### **ENTERPRISE ECOSYSTEM AND SUSTAINABLE DEVELOPMENT: IMMANENT INTERDEPENDENCE**

Maryna Nahara, West Ukrainian National University, Ukraine

Topicality of the research: Global hypercompetition fosters new forms of business cooperation among economic entities. The entrepreneurial ecosystem represents one such form of organizing and supporting entrepreneurship. The ecosystem entails enterprises' digital transformation, fostering innovation, nurturing employees' intellectual and professional development, and modernizing business processes to align with the principles of the sustainable development. The research purpose. The purpose of the article is to develop the synergistic model of the enterprise ecosystem within the framework of sustainable development. The methodology includes: data collection, analysis, and synthesis. Key findings: The entity structure and the principles of the enterprise ecosystem are revealed. The synergistic model of the enterprise ecosystem is developed. The model promotes the emergence of new forms of multi-vector collaboration in the context of sustainable development.

### **EU SINGLE RESOLUTION MECHANISM – POSITION AND DEVELOPMENT**

Djuro Djurić, Faculty of Business Economy and Law, Bar, Montenegro

Vladimir Jovanović, University Business Academy, Faculty of Law, Novi Sad, Serbia

Since its start in 2015, Single Resolution Mechanism (SRM), passed the long way from fragile framework, to the present position of important mandate in banking sector. By now, Banking Union progressed and national authorities (NRAs) closely cooperate with the Single Resolution Body (SRB). SRB is empowered to ensure effective functioning of the SRM. Its objective is to strengthen the integration within the Banking Union and to implement the strategy for next five years, called SRM Vision 2028. This document focuses mainly on resolution planning crisis readiness, management and regular testing of plans. It also covers governance, organisation and digital transformation. Finally, it encourage recruiting, professional development and inclusion of talented human

resources. The implementation of this strategy will provide an established agency, together with NRAs, capable to withstand the evolving challenges. The authors of this paper will give closer insight in the areas covered by the strategy and further development.

### **EXPLORING THE DYNAMICS OF PAID ADVERTISING AND FREE MARKETING STRATEGIES IN CONTEMPORARY DIGITAL MARKETING**

Boris Zarkov, Higher school of security and economics, Bulgaria  
Ivan Vurbanov, Higher school of security and economics, Bulgaria

This paper examines the role of paid advertising and free marketing strategies in modern digital marketing. Paid advertising encompasses awareness campaigns targeting broad audiences, conversion-focused ads aimed at interested individuals, and remarketing efforts to retain existing customers. Free marketing strategies include interactive content, influencer marketing, and SEO techniques, all aimed at enhancing brand visibility and customer engagement. By understanding the interplay between paid and free marketing methods, businesses can effectively navigate the digital landscape to maximize their marketing impact.

### **EXPLORING THE ETHICAL LANDSCAPE: ARTIFICIAL INTELLIGENCE IN CONTEMPORARY SOCIETY**

Anna Hurzhii, State University of Trade and Economics, Ukraine

As artificial intelligence (AI) increasingly integrates into diverse spheres such as healthcare, finance, education, and entertainment, it becomes crucial to thoroughly assess the ethical implications throughout its development, deployment, and utilization. This study investigates the ethical considerations associated with the integration of AI into contemporary society. Employing qualitative analysis of current AI implementations and examining relevant ethical frameworks, the research aims to illuminate the intricate ethical landscape surrounding AI. Key findings underscore the importance of establishing robust ethical guidelines to govern AI's societal role, ensuring equity, transparency, and privacy. This study aims to delve into the multifaceted ethical dimensions surrounding the use of AI, highlighting both the promises and perils it presents to society.

### **FAST FASHION MARKETING VS SUSTAINABLE FASHION: CONSUMER SURVEY IN GEORGIA**

Zaza Gigauri, Caucasus International University, Georgia

Current trends in sustainable development give rise to sustainable consumption and production. The fashion industry is one of the main contributors to environmental degradation as it depletes non-renewable resources. Notably, fast fashion marketing promotes overconsumption by encouraging consumers to purchase more clothing. Such marketing campaigns boost consumers' appetite for the most modern style. Since fads quickly become 'old-fashioned', consumers' passion for new clothing collections is growing. Owing to fast fashion marketing, consumers can immediately satisfy their desires. This research explores the impact of fashion marketing on consumer buying behaviour and examines sustainable marketing in the apparel industry. For this study, the quantitative survey method was applied. The data was collected through the online questionnaire distributed among Georgian consumers. This research is a unique study in Georgia, a post-soviet country, which investigates sustainable fashion marketing. The research findings demonstrate the dominant influence of marketing on consumer habits and the power of sustainable marketing to encourage sustainable consumption. This research contributes to sustainable marketing literature by investigating the impact of fashion marketing on consumers' buying behaviour and identifying consumer attitudes towards responsible consumption patterns. Marketers of fashion companies should consider ethical and environmental factors based on consumer preferences when planning marketing strategies.

### **FROM RECRUITMENT TO RETENTION: AI'S GROWING INFLUENCE ON EVERY ASPECT OF HR**

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This article explores the multifaceted impact of AI on HR processes, addressing key challenges such as ensuring data privacy, tackling ethical concerns, and mitigating biases within AI algorithms that might lead to unfair hiring practices and increase workplace disparities. Additionally, the research delves into the technological resistance among HR professionals, who may express concerns over job security and skepticism towards AI systems. Alongside these challenges, the article also highlights the potential benefits of AI in HR, including improved efficiency and decision-making accuracy. The research employs a comprehensive methodology, integrating literature reviews, in-depth interviews, focus groups, surveys, and case studies, to provide a holistic view of AI's

diverse effects across various HR environments. This research significantly contributes to the understanding of AI's role in HR, offering valuable insights for its practical application and policy formulation and challenging existing HR management theories. It fosters a broader dialogue about the future of work, underscoring the importance of continuous learning and adaptation in the digital era. The findings are expected to provide a balanced perspective on both the opportunities and challenges posed by AI in HR. Keywords Artificial Intelligence, Recruitment, Human Resources, Technology, Employers, Candidates.

#### **FROM WASTE TO WEALTH. AN EXPLORATION OF YOUNG ADULT'S PERCEPTION AND PRACTICES OF CIRCULAR ECONOMY IN THEIR EVERYDAY CONSUMPTION BEHAVIOUR IN ALBANIA.**

Ariadni Harri, Epoka Univeristy, Albania

Arjona Cela, Epoka University, Albania

This study looks into how young adults in Albania perceive and act in relation to the circular economy in terms of regular consumption. This study intends to offer important insights into the current condition of circular economy activities among young Albanians by analyzing the degree of awareness, comprehension, and application of circular economy principles including recycling, upcycling, and waste reduction. Employing a surveys, data will be collected to gain firsthand perspectives and experiences of young adults. Additionally, the study seeks to identify the variables that affect decision-making, and the difficulties individuals encounter while implementing circular behaviours into their daily lives. The ultimate goal of this research is to broaden the understanding of young adults' role in Albania's transition to a more sustainable and prosperous future.

#### **GLOBALIZATION DYNAMICS TO FOSTER GROWTH AND DEVELOPMENT WITHIN CIRCULAR ECONOMY: A CASE STUDY OF ALBANIA**

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This article delves into the transformative landscape of marketing strategies within the circular economy, a sustainable paradigm gaining momentum in the global business arena. In the context of the circular economy, a sustainable paradigm that is gaining traction in the international economic arena, explores the revolutionary landscape of marketing tactics. Organizations are embracing circular practices that prioritize recycling and resource reuse in an effort to deviate from the linear model of production and consumption. In order to engage consumers in the circular economy, the article examines important marketing methods. Businesses are provided with a road map to handle the changing needs of environmentally conscious consumers, ranging from education and awareness campaigns to promoting product life extension, recycling, and upcycling initiatives. By aligning marketing efforts with circular principles, businesses not only attract environmentally conscious consumers but also contribute to a sustainable and resilient global economy. Keywords: Circular Economy, marketing strategies, E-transformation

#### **IMPACT OF DIGITALIZATION ON MARKETING AND ADVERTISING**

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Communication is one of the fundamental elements for building human relationships both between individuals and, in the consumer society, between consumers and businesses. The introduction of digitalization in the daily life of individuals has allowed companies to communicate between themselves and consumers, proposing the values and characteristics of products or services, on a large scale, in an increasingly efficient way. This also becomes a valuable tool by reducing the necessary costs needed to physically reach each customer, as well as increasing the speed of message propagation. However, marketing managers have often lost sight of the objective of creating and communicating quality content that can be positively received by consumers, and this creates a "distance" between the latter and the company's products or services. The purpose of this paper is to explore consumer attitudes towards native, digital advertising and its perceived value.

#### **IMPLEMENTATION OF HOTEL REVENUE MANAGEMENT STRATEGIES DURING A MARTIAL LAW**

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The Hotel Revenue Management strategy is used to measure the future occupancy, ADR, REVPAR, TREVPAR. Prices impact on the further development of business models implemented by the hotels is analyzed. The purpose of this study is to determine the influence of Revenue Management Strategy on KPI and Revenue indicators at hotels in Ukraine. The research method used is a quantitative descriptive research method. The study used a sample of 12 respondents with 8 statements. Data were collected by observing participants, reviewing company documents, and seeking input from key informants. In crisis conditions, in particular caused by martial law in Ukraine, hotels reorient themselves to new segments, study needs and adapt services to new security requirements. One of the ways to increase efficiency and occupancy can be revenue management strategies adapted to crisis or post-crisis situations. We have proposed a typology of income management strategies adapted to new conditions.

#### **INTANGIBLE INVESTMENTS IN MARKETING DIGITAL COMMUNICATIONS IN THE SERBIAN BANKING SECTOR**

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Tamara Đalić, Faculty of Business Economics and Entrepreneurship, Serbia

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Marketing digital communications are revolutionizing all aspects of a country's business and economic life. Modern banking in Serbia has entered the process of transformation with great strides, especially banking management and business technology and communication with users of banking services. The aim of this paper is to research the level of implementation of modern marketing business and communication channels in Serbian banks, as well as their impact on business results by applying the Piroson correlation model.

#### **INVESTMENT STRATEGIES IN CONTEMPORARY ART: A MANAGEMENT MODEL IN THE CONTEXT OF GEOPOLITICAL CONFLICTS**

Ornela Ramasauskaite, Mykolas Romeris University, Women Researcher Council UNEC, Lithuania

This paper investigates the dynamics of investment strategies within the contemporary art market, focusing on the management models that emerge in the context of geopolitical conflicts. By employing the Q-Sort methodology, a qualitative research technique that categorizes and prioritizes viewpoints, the research aims to discern the underlying patterns that guide investment decisions under geopolitical uncertainty. The study aims to unveil how geopolitical conflicts influence contemporary art investments\ valuation, acquisition, and disposition strategies. The paper identifies vital strategies outperforming geopolitical strife by systematically analyzing investor attitudes and market responses. Those findings reveal that investors often seek safe-haven assets within the art market, with a pronounced preference for works by artists from geopolitically stable regions. This paper contributes to the literature by offering a nuanced understanding of the interplay between art investment and geopolitical conflicts, proposing a refined management model for investors navigating this complex landscape.

#### **LONG-TERM RISKS OF APPLYING ARTIFICIAL INTELLIGENCE IN THE ECONOMY**

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The article presents an analysis of long-term economic risks associated with the use of artificial intelligence technologies. There are two different levels of risks associated with implementing large-scale language models at the macro level. These incidental and existential risks can temporarily or permanently prevent humanity from realizing its long-term potential. By comparing the micro- and macro-level risks associated with AI, the article also sheds light on various ways to mitigate or prevent these risks. In particular, it highlights the political economy risks associated with the future implementation of AI models. An analysis of past projects of digital monopolies shows that they are focused on making a profit, rather than solving humanity\'s problems. As a result, technologies developed from large-scale language models prioritize cost reduction rather than the development of human capabilities. The study concludes that a scenario approach is needed to analyze the risks associated with long-term implementation.

#### **MANAGING INTERNATIONALIZATION IN HIGHER EDUCATION: MOTIVES AND DRIVERS**

Katarina Aškerc Zadavec, B2 Ljubljana School of Business

In contemporary higher education policies, the internationalization of higher education has emerged as a focal point, attributing various demands, motives, and meanings to higher education institutions and management in

the global and international arena. The paper briefly delves into the intricate relationship between globalization and internationalization, while also exploring motives and drivers for internationalizing higher education at national and institutional levels. University management views internationalization as a strategic priority, as evidenced by semi-structured interviews with representatives of Slovene higher education stakeholders. They underscore the importance of internationalization in the university's daily operations, integrating it into research, education, networks, projects, etc. Furthermore, the paper highlights how internationalization acts as a catalyst for change, enhancing quality, employability, innovation, and fostering a knowledge-based society in higher education. Respondents also emphasize its role in addressing challenges posed by globalization. Lastly, the paper presents suggestions for enhancements and future research endeavors.

#### **NATIVE DIGITAL ADVERTISING, A PROPER TOOL FOR DIGITAL MARKETING EFFECTIVENESS**

Rezart Dibra, University College of Business, Albania

Aurela Braholli, European University of Tirana, Albania

Native advertising is paid media designed to match the content of a media source. An example of mobile native advertising would be paid video content on the Youtube app. This media is designed to match the visual design and function of natural content, appearing in your feed of recommended videos.

Communication is one of the fundamental elements for building human relationships both between individuals and, in the consumer society, between consumers and businesses. The introduction of digitalization in the daily life of individuals has allowed companies to communicate between themselves and consumers, proposing the values and characteristics of products or services, on a large scale, in an increasingly efficient way. This also becomes a valuable tool by reducing the necessary costs needed to physically reach each customer, as well as increasing the speed of message propagation. However, marketing managers have often lost sight of the objective of creating and communicating quality content that can be positively received by consumers, and this creates a "distance" between the latter and the company's products or services. Precisely in this paper, I undertake to research and analyze the causes and effects of the process of "losing" customers from some of the companies, due to wrong marketing strategies, which are less and less aggressive and less significant. Also, within this position, I am undertaking to propose the other alternative, that of digital and native advertising, as practices that restore a direct, strong and loyal connection between the consumer and the company.

#### **NEETS INTEGRATION INTO SOCIAL AND ECONOMIC ACTIVITY IN A CONTEXT OF SUSTAINABILITY**

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This article examines the integration of NEETs (young people not in employment, education, or training) into social and economic activities within the context of sustainability. NEETs represent a significant challenge for societies, as their exclusion from these activities can have adverse economic, social, and environmental consequences. The article explores sustainable approaches to address this issue, considering the potential of social entrepreneurship, green jobs, and environmentally friendly initiatives in fostering the integration of NEETs. Additionally, it discusses the importance of education and training programs that align with sustainable development objectives and empower NEETs to actively participate in a sustainable economy. The factor and regression analysis were used for this research. By exploring the nexus of NEETs integration, social and economic activities, and sustainability, this article offers insights and recommendations to policymakers and stakeholders aiming to promote inclusive and sustainable societies.

#### **NOTHING NEW IN MARKETING COMMUNICATION OF E-CIGARETTES – THE NEW WAVE OF FAKE NEWS**

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The tobacco industry is using the same methods of persuasion as they have been doing since the start of advertising cigarettes and other tobacco products in 1914. Producers of tobacco products have been accused of spreading misinformation and fake news since the 1980. Lately, we can see the deceptive strategies of e-tobacco companies in their advertising campaigns, where they minimize the dangers of smoking and portray it as a beneficial or attractive practice. Since they are using all the modern means and platforms of communication, especially young generations are quite successfully targeted. In our paper, the evolution of marketing communication, especially of e-cigarettes as the result of desk research will be presented as well as some of the activities performed by state-owned and private institutions aimed to prevent the harmful and shameless spreading of this conflicting information.

## **OPPORTUNITIES AND CHALLENGES OF CIRCULAR ECONOMY LOGISTICS**

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Effective transport logistics includes complex packaging logistics. Weight, volume and materials play a key role in saving resources. Efficient recycling, the reduction of single-use packaging, the use of innovative packaging materials and compact lightweight packaging are all factors that contribute to reducing these numbers. The purpose of the article is to analyze those corporations and firms of various industries that closely cooperate with their network of suppliers and can monitor the effectiveness of individual initiatives. One of the criteria for choosing a supplier of tanks in agreement with the purchase of materials is the availability of alternative types of fuel. In this way, we will be able to build the logistic matrix of the circular economy.

## **PERSPECTIVES AND DIRECTIONS DEVELOPMENT ORGANIZATIONAL CULTURE IN THE DIGITAL AGE**

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In the conditions strong development digital technology business organization in the traditional environment becomes very much tight. New ones digital technology have got implications on the contemporary business economic subjects. Digital trends require changes, not only in the way work economic organization (jobs, work places and employees) already and change overall concept organizational culture (behavior and thinking employees). How digital technologies would not become obstacle business modern ones organization, in work we will to identify a new one organizational culture which is able to support new ones technologies. At the same time, reflected we will go on key elements traditional organizational culture, which we must get over it. In conclusion in part, and in the goal improvements business economic organization, guidelines will be given development new ones digital organizational culture which will to contribute improve business, and everything in context adjustments new digital technologies. Keywords: organizational culture, digital technologies, digital organizational culture, knowledge, transformation technological trends

## **PROGRESS OF THE MICROFINANCE SECTOR IN ALBANIA, CURRENT CHALLENGES AND THE PERSPECTIVE OF THIS SECTOR**

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The paper presented by the authors aims to research the role of Microfinance in Albania over the years, especially in improving living conditions for the less privileged groups. The authors have tried to give a summarized panorama regarding the progress and evolution of Microfinance in the state of Albania. Portraying the latter as a good alternative solution to the shortcomings of the Traditional Banking System, to address the needs of certain segments of the population. The analysis used by the authors focuses on the major and current challenges that the Microfinance sector in Albania is facing, it also examines the perspectives and potential future opportunities of this developing sector in our country. Since most of the economic entities that operate in our country are small and medium-sized businesses, where family businesses account for a significant number of the total number of economic entities, the authors have considered it important to research this segment of the economy. Keywords: Microfinance, Financial System, Financial Supervision Authority, Loan Portfolio Management, Digitization of financial services in relation to market demands

## **PUBLIC INVESTMENT, ECONOMIC GROWTH AND EFFICIENCY**

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Defining public investment is not as clear and precise as it seems. Often, public investment is defined as public expenditure that adds to the stock of physical capital, i.e. includes fixed assets such as: property (excluding land), buildings and other structures (for example roads, airports, hospitals, schools, telecommunication structures, buildings and institutions government buildings, bridges, etc.), machinery, transportation equipment and intangible assets such as intellectual property. So, public investment is the investment that leads to the increase of the aforementioned items. (OECD, 2016)But, it is not only that. Public investment can be thought of as a policy tool in the hands of a government, which can be used to change or determine the course that a country's economy



and other aspects of life will follow. Thinking even further, public investments are an instrument that governments use in the framework of the design and implementation of long-term development strategies of countries. Used in the right way and with a high level of efficiency, public investments have all the potential to produce sustainable economic growth, innovation and contribute to general well-being by enabling public services and necessary infrastructure. Governments use public investments to respond to a variety of challenges that are presented to them over time, from dealing with climate change, which is a global issue, to domestic problems such as periods of economic decline, changing demographic trends, rapid urbanization, or adaptation to new technologies. As has been emphasized by the European Investment Bank, "properly functioning infrastructure networks are the backbone of flourishing economies" (European Investment Bank, 2010). Public investments are of indisputable importance for economic and social prosperity, because they contribute to the stock of national capital, allocating resources to the necessary basic infrastructure, education, research and development and therefore leading to higher productivity and standards. living. The purpose of this article is to analyse the role of public investments in the economy to respond to the challenges of the time.

### **REPORTING IN THE UNIFORM EUROPEAN ELECTRONIC FORMAT (ESEF)**

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Without standards for exchanging information via the Web, the accounting profession has long been burdened with inefficient reporting processes - based on a large number of different software applications that reproduce financial statements in different formats (pdf, xls, html, doc), which are often incompatible with each other. As in the case of the adoption and implementation of international accounting standards, where the accounting community recognized the need to harmonize around eighty different packages of accounting standards, it was only a matter of time when there would be a similar standardization in the exchange of business information, i.e. reaching agreement on how information will be shared.

The very idea of developing a single European electronic format (European Single Electronic Format - ESEF) actually originates from the Transparency Directive from 2004, which sets the rules for harmonizing transparency requirements for reporting entities, which were amended in 2013 and finally confirmed in 2019. added a requirement for filers to prepare their annual financial statements in a unified electronic reporting format.

On the other hand, the preparation of financial reports according to the ESEF requires adaptation of the reporting process, staff training and the application of all necessary technological solutions. It is important to note that ESEF is based on the XBRL standard, which we have dealt with several times in the previous period.

### **REVIEW OF QUALITY INDICATORS AT HIGHER EDUCATION INSTITUTIONS IN SLOVENIA**

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Vesna Skrbinjek, Ljubljana School of Business; ISSBS; University of Maribor, Faculty of Arts, Slovenia

In Slovenia, we are facing a growing problem of a lack of qualified labour in some segments of the labour market (construction, healthcare, education, IT sector, electrical engineering) and the necessary knowledge, skills and competencies. This is becoming one of the main obstacles to improving productivity and economic progress. On the other hand, according to OECD research, we have 44.9% of the population with a tertiary education (in the age group of 30 to 34 years), and student enrollment in higher education has been falling in recent years. In light of these trends, the quality of our higher education system will be crucial in the future. Above all, there is a need for our graduates to be competitive not only in the domestic but also in the international labour market. In the article, we examine the quality of Slovenian higher education institutions from the point of view of the state of the network of higher education institutions and quality indicators. The quality of higher education institutions was investigated based on a meta-analysis of the institutions' self-evaluation reports. Our central research question was: What is the existing network of higher education institutions and the quality system at higher education institutions? The results show a lower transfer rate of students in the first cycle compared to the second cycle and greater differences between full-time and part-time studies. Also, self-evaluation reports indicate an average high level of student satisfaction with studies and a corresponding student workload.

## **ROLE OF PERSONAL INNOVATIVENESS AND GOVERNMENT SUPPORT IN DRIVING FINTECH ADOPTION IN RURAL PAKISTAN**

Ishtiaq Ahmad Bajwa, Al Yamamah University, KSA

In countries with a high percentage of rural inhabitants, Fintech adoption is endorsed as a game-changer. Especially if access to traditional services is limited the adoption of fintech may play a transformative role by enhancing the financial inclusion rate and empowering individuals economically. This study aims to investigate the Fintech adoption determinants among the rural inhabitants of Pakistan. Using the TAM framework the study targets the rural population of Pakistan. The data has been collected from 340 individuals from rural areas of the country. The smartPLS has been used for data analysis and path modeling. The results of the study indicate that the innovativeness of the users and government support are significant predictors of Fintech adoption among the rural population of Pakistan. In line with previous studies, perceived ease of use, and perceived usefulness are also found to have a significant effect on Fintech adoption among the Pakistani rural sector. However, contrary to previous literature, financial literacy is not significant in predicting Fintech adoption.

## **SPIRITUALITY AND SUSTAINABILITY: A BIBLIOMETRIC REVIEW**

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Amidst the global stress escalation triggered by the COVID-19 pandemic, there has been a noticeable surge in people turning to spirituality. Recognizing the growing importance of spirituality in contemporary society, this study investigates the relationship between spirituality and sustainability through a bibliometric analysis, utilizing the SCOPUS database. The analysis of 384 documents reveals a substantial upward trend in publications between 1993 and 2023. Predominantly, studies on spirituality and sustainability originate from the United States of America, India, and Australia. Through the evaluation of bibliometric data, this research identifies leading authors, publications, journals, and institutions in the field. Additionally, keyword co-occurrence analysis, topic modeling, and content analysis unveil the theoretical foundations and emerging patterns, offering valuable insights for future research directions. The study showcases diverse themes in spirituality and sustainability, providing implications for both academics and organizations. Furthermore, it sheds light on areas where research is lagging in the current landscape.

## **STRATEGIES FOR THE DEVELOPMENT OF INTERNATIONAL TRADE IN UKRAINE**

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Problem statement. Foreign economic security is one of the key aspects of the stable development of the economy of any country, including Ukraine. To strengthen it, it is necessary to develop and implement strategic directions aimed at ensuring reliable and sustainable functioning of the economy and reducing its dependence on external risks. The practical significance of the study of strategies for the development of the State's foreign economic activity is to identify the main guidelines for Ukraine's further development in the context of post-war recovery. The purpose of the study is to identify the main strategic directions for the further development of Ukraine's foreign trade operations caused by the development of the European integration process, the complication of the political and legal situation, and changes in partnership relations between countries. Materials and methods. To achieve this goal, the tools of theoretical generalization, analysis and synthesis were used. Based on the results of research by leading scholars, the main challenges accompanying the development of Ukraine's trade with partner countries are identified. Conclusions. The following priority areas of action have been identified for Ukraine's foreign trade in view of European integration: - adherence to and acceleration of the strategic sequence of reforms, taking into account changes in the state of political and economic relations; - Increasing financial and technical support from the EU, subject to the conditions for increasing the transparency of cash flows and the efficiency of their use; - increasing partnership with non-European countries.

## **SUSTAINABLE DECISION STRATEGIES IN MANAGEMENT AND ECONOMICS**

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Prelude What does it mean to make or arrive at a sustainable decision strategy or choice? Review of an article by Robert A. Baron (1998), titled 'Cognitive mechanisms in managership: Why and when managers think differently

than other people', leads to a set of interesting questions; "Why do some, but not others, recognize or create new opportunities? Why do some, but not others, try to convert their ideas and dreams into business ventures? And why, ultimately, are some managers successful and others not? Why do some people, but not others, recognize or create new opportunities? Why do some decide to 'take the plunge' and proceed, exerting vigorous efforts to convert their ideas and dreams into reality? Why are some individuals able to secure the necessary capital and to forge the personal links necessary to create a growing business, whereas others are not, in other words, what are the key differences between successful and unsuccessful managers? Why do some people recognize opportunities whereas others do not?" and 'Why do some try to develop such opportunities whereas others do not? Do managers and other people also differ with respect to additional aspects of cognition? And do such differences play a role in managers' recognition of opportunities, sustainable decision strategy to forge ahead, and ultimate success or failure? Does it make sense to talk about managerial action as the causal outcome of something external"? Introduction Biology and neurosciences has entered business studies in a mega way. An expansive range of scholarly disciplines, such as Cognitive Neuroscience, Psychology, Organizational Studies and Management and Economics, seek to investigate incentive - based sustainable decision strategy. Coupled up is the influx of AI, managerial responsibility, Management and Economics, and art of making with scant information regarding highly unstructured sustainable decision strategy-making situations. In such a scenario, the sense organs in the human body have been experimented to supplement with precise data and information.

### **TAX BENEFITS IN THE MEDICINAL PLANTS SECTOR AND PROBLEMS OF THESE BUSINESSES**

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Endrit Elezi, Univeristy College of Business, Albania

The research paper aims to verify whether agricultural businesses, mainly those of medicinal plants, have tax relief. How much have these tax benefits helped in the progress of their business, in the trading of medicinal plants abroad, and what has been the concrete benefit that they have received? we have chosen for the study of the entire research problem. In this paper, we will deal with a business which today has a lifespan of about 30 years in the domestic market, as well as for several years in the foreign market. It has been chosen randomly as it is related to the topic that will be treated and will include some key information that can be of help to all individuals and businesses that deal with and have an interest in medicinal plants. In dealing with this research problem, as I mentioned, there will also be a case study in which only the effects of taxation are included, but also some problems that are of concern not only for the business of medicinal plants but also for other businesses of an agricultural nature where investors receive a very large value, without which most of these businesses will not to have life or funding from the state. Regardless of the fact that every possible problem will be dealt with, it is also important to find a solution for these businesses. So, by passing on the information, we can help solve these problems with the least possible cost.

### **THE ACCELERATION OF DIGITAL TRANSFORMATION IN TECHNOLOGICAL MANAGEMENT IN CHINA**

Aysel Musayeva Gurbanova, Azerbaijan State University of Economics, Azerbaijan

Following the epidemic situation in 2021, the new industry based on digital technology and the rise of new platforms has injected new vitality into many economic subjects and enterprises, while also posing several new challenges such as digital information security, digital risk to the financial system, and platform monopolization. China is no exception. As one of the world's most important economic entities, China has begun to emphasize the importance of the digital economy for real economy or enterprise transformation; through government support and related policies, enterprises' transformation planning has created new opportunities for digital economic development. This research will examine China's digital transformation in technological management in parallel with the digital economy that will be compared with the competition in the entire system. All research techniques would have been using data collection, academic findings, statistical indications, and the advice of technology and economy experts will have been compiled. Analyzes include scholarly research on the features of transition, policy regulation, and case studies, as well as current inadequacies and difficulties to innovative management in the framework of China's digital transition.

## **THE DETERMINANTS OF NEW PRODUCT INNOVATION AND ITS EFFECT ON SUCCESS OF FEMALE ENTREPRENEURSHIP: A CASE OF SAUDI ARABIA**

Shabir Ahmad, Al Yamamah University, Saudi Arabia

This study aims to assess the factors influencing new product innovation and their impact on the success of female entrepreneurs in Saudi Arabia. Employing a quantitative approach, data was collected through a survey questionnaire. The primary data set included responses from 256 Saudi female entrepreneurs from various cities, such as Riyadh, Tabuk, Jeddah, Dammam, and Khamis Mushait. SmartPLS was utilized for analysis, employing the PLS-SEM statistical technique. The results revealed a positive overall effect of new product innovation on female entrepreneurs and their intentions. The study offers practical insights for female entrepreneurs and the Saudi government to address challenges faced by Saudi women. Recommendations include the formulation of policies that provide sustained support for women entrepreneurs. Additionally, the study suggests potential avenues for future research in this domain.

## **THE IMPACT OF DIGITAL MARKETING ON HEALTHY EATING BEHAVIOR AMONG SAUDI WOMEN**

Noura Alamri, Imam Abdulrahman Bin Faisal University, Saudi Arabia

Kamran Ahmed Siddiqui, Imam Abdulrahman Bin Faisal University, Saudi Arabia

The aim of this study was to explore the impact of digital marketing exposure, digital marketing influence, and eating behavior influence on healthy eating behavior among Saudi women. A cross-sectional survey was conducted during the summer of 2022. We collected 313 valid responses from a sample of 400 Saudi women aged 18 and above. These participants were specifically from the eastern region of the country. Descriptive analysis was used to determine the sample characteristics. The questionnaire's validity and reliability were assessed through face validity, discriminant validity, and Cronbach's Alpha. The study findings demonstrate that three independent variables (including Digital Marketing Exposure, Digital Marketing Influence, and Eating Behavior Influence) positively affect the Healthy Eating Behavior among Saudi women. These three independent variables account for 42.3% of the variance in healthy eating behavior among Saudi women. On average, the participants in the study reported being exposed to approximately 4.98 social media platforms and reported spending approximately 15.22 hours on social media. Moreover, participants exhibit a preference for spending more time on platforms that provide entertaining content (including Snapchat and TikTok) with high mean of 2.33 and 2.15 respectively rather than those offering family-oriented content (Facebook) and professional (LinkedIn) with low mean of 1.30 and 1.29 respectively. Additionally, there is a strong consensus among participants with a mean score of 3.50 regarding the impact of digital advertising campaigns on their desire to consume specific foods, suggesting the potential effectiveness of such campaigns in influencing consumer behavior. Besides, the participants' responses indicate a significant level of agreement with the statement "It is important for me to eat food that keeps me healthy." with a mean of 3.58, and this suggests that the participants place a high degree of importance on consuming food that promotes overall health and well-being. Additionally, high level of agreement with a mean score of 3.16 among participants regarding the influence of food inclusion on social media and their tendency to read food-related content when encountering news headlines. This suggests that the presence of food on social media has an impact on participants' perceptions and behaviors, influencing their views of food and increasing their engagement with food-related content. The study's findings have practical implications for healthcare practitioners who can utilize them to develop tailored healthy eating programs for Saudi women. Furthermore, digital marketers can employ the study's results to advocate for healthy eating practices and discourage unhealthy behaviors.

## **THE IMPACT OF E-COMMERCE ON TRADE VOLUME: THE CASE OF THE FASTEST-GROWING G-20 ECONOMY**

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The growing number of e-commerce transactions, due to new transformations in technology, is an energy booster for economic and trade activities in economies. This study also attempts to gauge this relationship for KSA, one of the fastest-growing economies in recent times. This study examines the impact of e-commerce transactions on the overall volume of trade in the country. For this purpose, monthly data for the period from January 2010 to March 2023 was used. The data was collected from the open data portal of the Ministry of Commerce and SAMA (central bank). The study uses a time-series analysis approach to run the OLS regression model for estimation. The findings of the study indicate that the e-commerce transaction has a positive but insignificant impact on the trade volume of KSA. The results of the study are contrary to the previous research; however, the majority of the research is conducted in Western economies, and it is worth mentioning here that there are several structural differences between those economies and KSA, which are further highlighted in the study.

## **THE IMPACT OF INNOVATION ON ECONOMIC GROWTH IN SOUTH EAST EUROPEAN COUNTRIES.**

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With the fast development of informational technology and the involvement of artificial intelligence in every activity, the competitiveness among regions, countries, industries, firms, and even individuals and professionals has known significant growth. Operating in a globally dynamic environment and context has shifted the attention of policymakers to the innovation and exploration of new opportunities and economic activities. The governments and monetary authorities seek to achieve a high economic growth rate by focusing on factors that will serve this aim. This paper aims to investigate the impact of innovation on economic growth in South East European countries such as Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Greece, Croatia, and Serbia from 2010 until 2022. Through a panel data analysis, this paper examines the impact of pillars of the Global Innovation Index on economic growth.

## **THE IMPACT OF RADIOLOGICAL EXAMINATIONS DURING THE COVID-19 IN THE NUMBER OF TUMORS IN THE FOLLOWING YEARS IN ALBANIA.**

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Research into this field of study was necessary due to the impact of the COVID-19 pandemic on our society from 2020-2022. Recent studies conducted internationally show that this impact could be even greater than anticipated, inevitably influencing other pathologies and diseases such as tumor diseases. In our country, there is no real study that connects the impact of radiological examinations with the increased prognosis of tumours. Taking into consideration the number of radiological examinations (CT scans) for a patient affected by Covid 19, it has been found that during a short period there have been several examinations especially CT scans. In 2021, the authors of this paper took part in the study: "How chest CT radiation dose of patients with confirmed COVID-19 will impact the cancer risk in the future", published in Elsevier, through which it was possible to carry out a preliminary assessment on the effect of radiation caused by CT examinations at the "Shefqet Ndroqi" University Hospital. Specifically, the authors have observed that the lack of well-known protocols dictated the use of different methods in the diagnosis and treatment of Covid patients. In this study, around 800 patients were analyzed, focusing on the patient's medical history, computed tomography dose index to express dose per slice, equivalent dose and effective dose. Results show an increase in dose by also performing an assessment of risks attributable to lifetime cancer incidence (LARs) with the RadRAT model. However, the data need to be confirmed and evaluated using a larger sample of patients. In many cases, the declaration at diagnostic centers is incorrect. There is a need to build a verification tool through which to confirm the figures for the examination cases performed. For this reason, we are considering building a widely accessible platform where individuals can declare the number of radiological examinations, the period of realization and other specifics related to diagnosis. A preliminary assessment is then automatically performed regarding the received dose and calculations are made to compare the radiation level with international protocols

## **THE IMPORTANCE OF EU-FUNDED PROJECTS FOR THE SUSTAINABLE DEVELOPMENT OF LOCAL COMMUNITIES**

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Sustainable development has been one of the core strategies of the EU. The term refers to three basic components: the economic component, which is associated with balanced growth, the environmental component which refers to the preservation of the ecosystem, and the social component, which guarantees inter- and intra-generational equality. To achieve sustainable development, policies, and all related activities in these three areas have to be interwoven and support each other. One of the strategies of the EU to achieve sustainable development is to support it through various EU-founded projects. In this article, we will elaborate on the current state of sustainable development of EU-founded projects for local communities and cities since cities are seen as both the source and solution to today's economic, environmental, and social challenges. Furthermore, in the article, we will outline some best practices of EU-founded projects around sustainable development and indicate their importance for local communities.

## **THE MIGRATION POLICY: HOW TO BUILD A BETTER MIGRATION CONDITION IN THE EUROPEAN UNION AND V4 COUNTRIES FOR ADVANCED ECONOMIC PROSPERITY?**

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This paper analyses the past and current migration dimensions in the EU and Visegrad countries, including the post-war scenarios for economic growth in Eastern Europe. In addition, this paper discusses the foreseen political and legal strengths that are needed in the EU to decrease illegal migration and to create a strong common migration policy in which immigration can impact economic growth. In addition, this article aims to assess the policy response of the Visegrad Group countries (Poland, Czechia, Hungary, and Slovakia) in the aftermath of the Russian invasion of Ukraine, considering the unprecedented flow of migrants to EU member states. The concept of a New Immigration Destination (NID) is explored as a basis for evaluating the attitudes of relevant state institutions, global governance actors, and society at large. Lastly, the paper will address the economic challenges faced by the Visegrad countries due to forced migration and the lack of institutional reforms to address the consequences of inadequate labor policies on economic growth. The study uses qualitative methods, including legislative review, data analysis, and comparative analysis in the four Visegrad countries. Keywords: Migration, Visegrad, labor market, Ukraine, EU, economic growth

## **THE ROLE OF CRYPTOCURRENCIES IN FINANCIAL CYBERCRIME / VLOGA KRIPTOVALUT V KIBERNETSKEM KRIMINALU**

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Kibernetski kriminal je globalno organizirana dejavnost. Različne kriminalne združbe in posamezniki s celega sveta se povezujejo, sodelujejo in poslujejo s pomočjo temnega spleta in kriptovalut, s čimer povečujejo količino uspešno izvedenih finančnih goljufij, izsiljevanj in drugih aktivnosti, s pomočjo katerih pridobijo sredstva svojih žrtve. Kriptovalute so orodje kriminalcev pri izvajanju številnih kibernetičnih kaznivih dejanj. Hkrati so tudi predmet kraje in sredstvo pri izvedbi naložbenih in drugih finančnih goljufij. Na trgu kriptovalut je ogromno nepoštenih udeležencev, ki preživijo na naivne, finančno slabo pismene ali kibernetično slabo zaščitene žrtve. V prispevku bomo predstavili, kako kriminalci uporabljajo kriptovalute za pomoč pri izvajanju kaznivih dejanj, kraje s kriptomenjalnic in kripto denarnic ter različne finančne prevare, kjer kriminalci s pomočjo kriptovalut preslepijo investitorje za vlaganje v lažne naložbene sheme. Organom pregona uspe vrniti žrtvam manj kot 2 % sredstev, zato je znanje, osveščenost in preventivno ravnanje edina učinkovita rešitev pred zlorabami.

## **THE ROLE OF EDUCATION AND TRAINING IN FOSTERING WORKPLACE DIVERSITY AND INCLUSION IN DIGITALLY ORIENTED ORGANIZATIONS**

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The aim of this paper is to highlight the key advantages of diversity and inclusion in the workplace and to emphasize the importance of educating and training of employees so that they can recognize, understand, and embrace diversity and inclusion in their workplace. Digitally oriented organizations have the advantage of remote work and flexible working hours, which allow for the inclusion of individuals who may not meet the requirements of traditional work environments, involving physical presence for eight hours a day. The key advantages of workplace diversity and inclusion include a more diverse and high-quality pool of candidates, enhanced organizational reputation among employees, increased innovation, and greater profitability. To fully realize these benefits, it is essential that all employees wholeheartedly embrace and foster diversity and inclusion. Education and training on diversity and inclusion play a crucial role in this process, aiming to raise awareness, promote understanding, and encourage positive practices and engagement by all employees.

## **THE USE OF AI IN PROJECT MANAGEMENT AS AN ORGANIC ELEMENT OF MODERN DEVELOPMENT**

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The main focus of the research is the implementation of AI into project management. The goal was to examine the business processes of several international companies and analyze the involvement of AI in simplifying tasks. During the research, the main stages of projects that involve AI technologies were determined. The further possibilities of using AI in project management were predicted using the extrapolation method. The analysis has shown how much the involvement of AI technologies in project management has increased compared to the past 5–7 years and how the positive experience of implementing AI in project management can be used in the future.

As a result, it was discovered that the involvement of AI at any stage of project management shortens the time for completing tasks, and with technological development, AI will be involved in the planning basics or performing half of the microtasks at least.

### **TRANSFORMATION OF MANAGERIAL LEADERSHIP QUALITIES UNDER THE INFLUENCE OF BUSINESS DIGITALISATION**

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The paper deals with identifying the directions and content of transformational changes in the leadership qualities of a manager under the influence of business digitalisation. The paper aims to formulate and disclose scientific, theoretical and methodological provisions on changing the qualities of a leader in the era of business digitalisation. Methodology. This study is based on the observation of the formation and development of managers' leadership qualities in the context of digitalisation processes taking place at the global and micro levels. Identified are the differences between the characteristics of "traditional" and "digital" leaders based on historical and comparative analysis. Conclusion. "Traditional" leaders can manage the company's future development based on the extrapolation of the existing trends. At the same time, "digital" leaders can implement multidimensional strategic management, including development under the influence of innovative changes.

### **WASTE MANAGEMENT IN THE CONCEPT OF GREEN RECONSTRUCTION OF ECONOMY**

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The mainstream of green reconstruction of economy should be the integration of environmental cases into the recovery process and providing them with basic foundations. In particular, this involves the process of reduction of waste generation; reduction of air and water pollution; development of circular economy. In addition, green reconstruction should focus on the conservation of natural capital, including water and land management; as well as improving the environmental quality. Waste management includes the processes and actions required to manage waste from its inception to its final disposal: the collection, transport, treatment, and disposal of waste, together with monitoring and regulation of the waste management process and waste-related laws, technologies, and economic mechanisms. Therefore, the aim of the research is to solve the problem of green reconstruction of economy on the basis of Waste Management.